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(54) HANGING SCREEN FOR ADVERTISEMENT

(57) Abstract:

PURPOSE: To assure the field of vision through a hanging screen for advertisement from its rear surface and to lessen the uncomfortable feel when a window, etc., are covered with the screen by composing the entire surface of the hanging screen like a net to allow the wind received at the screen to escape and to prevent the screen from being curled up by the wind.

CONSTITUTION: This hanging screen 1 is composed of a net-like hanging screen body 2 and a rope 3 for fixing the hanging screen body 2. Advertising characters 4 are stated on the front surface of the hanging screen body 2 by spraying a coating material. The hanging screen body 2 is formed by further coating a meshed plain weave fabric consisting of synthetic fiber yarn with a coating material (white) and spraying the coating material (black) on the rear surface side thereof. The advertising characters 4 are formed by spraying on the front side of the hanging screen body and there are no statements on the rear surface side. As a result, the field of vision from the rear surface side is made better than in the case the rear surface is white. In addition, the hanging screen body 2 is formed to the meshed form and, therefore, air sufficiently enters the inside of an engine room during driving when the hanging

screen is mounted at, for example, the front grille of an automobile. Overheating is thereby suppressed and further, the advertisement is made without degrading the engine output.

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